ABSTRACT OF THE DISCLOSURE

In one embodiment of the invention, browser plug-in includes a personal content tunnel (PCT) object processor, a PCT resolution module, and a server interface. The PCT object processor processes a PCT object returned by a content server in response to a request from a client. The PCT object contains PCT information. The PCT resolution module resolves a service uniform resource identifier (URI) using the PCT information according to a PCT resolution protocol. The service URI identifies a PCT resolution server. The server interface receives a content URI and a PCT termination point resolved by the PCT resolution server.